

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION
AND CESSATION EXECUTIVE BOARD MEETING**

Sept. 25, 2008

Dr. Judith Monroe, Chairperson, called the regular meeting of the Tobacco Prevention and Cessation Executive Board to order at 1:15 p.m., at the ISTA Center, 150 West Market Street, 2nd Floor Conference Center, Indianapolis, Indiana.

I. Welcome

New Board Member, Jessica Kelley, from ALA was introduced.

II. Approval of March 20, 2008 Executive Board Meeting Minutes

Motion to approve the Executive Board Meeting minutes was made by Dr. Mohammad Torabi, 2nd by Wendy Zent and passed.

III. Financial Report

Ms. Bates provided the August 31, 2008, financial report. A motion to approve the financial report was made by Dr. Mohammad Torabi, 2nd by Jessica Kelley and passed.

Funding for Youth Access Law Enforcement was discussed in regard to best practice guidelines for tobacco control.

IV. Best Practices for Tobacco Control

Karla Sneegas introduced Guest Speaker Terry F. Pechacek, Ph.D., Associate Director of Science, Office on Smoking and Health, CDC, and Dr. Pechacek presented Best Practices in Tobacco Control. (A copy of Dr. Pechacek's testimony is attached).

V. Action

Smoking in the Movies Initiative presented by Dr. Stephen Jay.

Dr. Jay suggested that the Board take action to join other national and state organizations to support the following four point plan for reducing smoking in the movies as a method to reduce youth smoking:

- Rate all movies "R" that contain smoking unless the portrayal is of historical importance or emphasis health effects.
- Certify with no payoffs which is paying for placement of materials in movies.
- Require anti-tobacco ads to be played before movies that have smoking depicted.
- Stop identifying specific tobacco company brands.

Mrs. Sneegas explained that a new NCI monograph was recently released that contains a chapter on the effects of smoking in movies on youth initiation to

smoking. There is solid research evidence documenting the causal effects of smoking in movies on youth initiation to tobacco use.

Michael Meyer recommended that the “state film commission” that deals with movies made in Indiana be asked to endorse this proposal as well.

- Dr. Monroe summarized the two motions presented:
 - Send a letter in support of the National Smoking in the Movies Initiative.
 - Send a letter to other associations in Indiana asking them to sign on.

A motion to approve this two-part proposal was made by Dr. Jay and seconded by Victoria Champion and passed with no further discussion.

- Indiana Campaign for Smokefree Air: presented by Dr. Stephen Jay.
 - ITPC Board to ask Indiana General Assembly to support comprehensive legislation calling for smokefree air in all workplaces including: restaurants, bars and casinos to protect all employees.
 - Missy Lewis indicated there are 30 organizations that are active coalition members already in support of this resolution.

Motion to move to approve the motion was made by Dr. Feldman and seconded by Jim Jones and passed with no further discussion.

VI. Statewide Grants

Anita Gaillard presented a report on current statewide grants. ITPC currently has 12 statewide grants. There are seven renewals and five new contracts. The statewide grant review team recommended to not renew one grant and not to fund one new proposal.

VII. Report on Summer Grass Roots Outreach

- Quit 2 Win Contest: Mrs. Sneeas said 7,020 signed Hoosiers signed up for the 2008 contest. Two-thirds signed up through our Grassroots activities (fairs, festivals, etc.).
- Indiana State Fair: Mrs. Sneeas introduced Margaret Davidson who gave State Fair highlights on the fair grounds going smokefree with designated smoking areas this summer. In addition to our reaching visitors during the entire Fair. ITPC staff presented cessation and secondhand smoke information at the Fair’s Parking and Gates Meeting that is required for State Fair employees. The State Fair Commission collaborated with ITPC to sponsor a Corbin Blue concert as the special guest promoting the VOICE Tobacco Free Day.
- Indiana Black Expo: Mrs. Sneeas introduced Tanya Bell, CEO of Indiana Black Expo who gave highlights on IBE Summer Celebration. IBE is a nonprofit charitable statewide organization with twelve chapters across Indiana, with over 3,000 members, 1,500 volunteers, in addition to numerous partners including ITPC. In 2001, the IBE Board of Directors voted that IBE would no longer take tobacco dollars for any IBE programs and chapter programs across Indiana and relationship between IBE and ITPC developed following this decision. IBE does

not host any events at any venues that allow smoking. At all of IBE's events Commit 2 Quit materials are handed out in regard to cessation assistance and programs promoting tobacco free education. ITPC financially supported the outdoor free concert for IBE. IBE is actively involved in supporting local smokefree ordinances in Indiana in partnership with ITPC.

- White River Lawn Concerts: Mrs. Sneegas introduced Loren Duke and Cassie Kallon from Live Nation to provide a recap on the summer White River Lawn Concerts. Ms. Duke said the overall goal was to promote cessation and the Lawn's smokefree air program—a full smoke free lawn with designated smoking areas. More shows reached the younger teenage audiences compared to past years. Ms. Kallon said that White Lies and VOICE staffed booths at every show, total of nine shows that reached over 40,000 for the year, 15,000 more with two less shows than last year. The booths were at prime visible locations where the patrons saw banners, stage signage, etc., the booth, VOICE Road van, and volunteers who were there offering trivia games, drink cozies, petitions to sign and Quit 2 Win contest. About mid-season a policy change began that made the entire venue smoke-free. Mrs. Sneegas added that this years' Quit2Win was launched at the first White River State Park Lawn concert.
- VOICE Road Tour: Mrs. Sneegas introduced Jacque Damitio from MZD who updated the Board on the VOICE "Don't Glam Tobacco" Campaign to promote smokefree movies. Six-to-eight youth participated in a summer road tour around Indiana. These VOICE youth traveled around the state to fairs, concerts, etc., including the Colts Training Camp and 16 events gathering petition signatures saying "no more smoking in G, PG, & PG-13 movies." The VOICE goal is to collect 5,000 petitions. Currently they have collected about 4,000. A video recap was presented to the Board.

VIII. ITPC Program and Staff Update

- Mrs. Sneegas recognized Dr. Judith Monroe as the National Chairperson of ASTHO.
- Mrs. Sneegas recognized and introduced Aida McCammon, Indiana Latino Institute, and her staff for being the lead agency for a new national grant from the CDC Office on Smoking and Health. CDC funds six-networks to address disparities (Native Americans, African Americans, LGBT, Asian Americans, and Latino Americans, and low socio-economic status). ILI is the lead agency for the National Latino Tobacco Control Network and Mrs. McCammon is the project director. She thanked ITPC for all the support and the CDC for the opportunity.
- The National Latino Tobacco Control Network Steering Committee met last week after the Partner Exchange and provided an award to the Indianapolis Airport Authority at our Partner X-Change Conference commending them on their new policy.
- Staff provided a recap of the Partner Information X-Change 2008: Seeds of Hope about 300 tobacco control advocates and guests attended the 2-day event that featured national and state expert speakers and trainers.
- The Annual Report is complete and a copy was in the Board members' packets. A link to the electronic file will be sent out.

- Ms. Sneegas introduced Angie Morris, VOICE Regional Director/Training Director.
- A brief discussion was held on the problem of the proliferation of “other tobacco products” including smokeless, snus, cigars, cigarillos, and little cigars.

IX. Announcements

Dr. Judith Monroe asked for any further questions or discussions on any of the presented topics. A motion to adjourn was made by Wendy Zent, 2nd by Emily Hancock and passed to adjourn the meeting.

After closing the meeting a video that was used at the Partner X-Change 2008 Training Conference was shown.

Upcoming Meeting Dates for 2008:

November 20

The following Executive Board Members were present for all or part of the meeting:

Judith A. Monroe, M.D., Chairwoman (Ex-Officio)
 Karla Sneegas, MPH, Executive Director
 Victoria Champion, PhD.
 Richard Feldman, M.D.
 Emily Hancock for Jeff Wells for E. Mitchell Roob
 Stephen Jay, M.D.
 James Jones
 Jessica Kelley
 Phyllis Lewis for Suellen Reed, Ed.D.
 J. Michael Meyer
 Steve Simpson, M.D.
 Mohammad Torabi, Ph.D.
 Wendy Zent

The following Advisory Board Members were present for all of part of the meeting:

Arden Christen, DDS

The following Executive and Advisory Board Members were not in attendance:

Diane Krull
 Patricia Hart
 Robert Keen, Ph.D.
 Danielle Patterson
 Natalie Robinson for Steve Carter
 Pat Rios
 Alan Snell, M.D.

Agency Staff in attendance:

Miranda Spitznagle, Director of Program Evaluation
 Anita Gaillard, Director of Community Programs
 Celesta Bates, Chief Financial Officer
 Craig Wesley, Regional Program Director
 Kristen Stokes, Contract Administrator
 Barb Cole, Administrative Assistant
 Katelin Ryan, Research Director
 Rachelle Back, Regional Director
 Becky Haywood, Administrative Assistant
 Cheryl Raney, Accountant
 Dan Morgan, Regional Program Director
 Angie Morris, VOICE Regional Director/Training Director
 Jamie Broderick, Regional Program Director
 Karen O'Brien, Regional Program Director

Others in attendance:

Harry Davis, MZD
David Ayres, MZD
Matt Keating, MZD
Jacque Damitio, MZD
Ray Volpe, MZD
Marcela Flores, MZD
Missy Lewis, IAFP
Debi Hudson, Clarian
Cindy Budyn, IUSD
Laura Romito
Aida McCammon, ILI
Maria Luisa Tishner, ILI
Jean Lerouz, ILI
Jose L. Romero, ILI
Maria Quiroz-Southwood, ILI
Ryan Heath, Hetrick
Justin Ohlemiller, Hetrick
Kate Pell, Hetrick
Sandy Cummings, MCHD
Joan Herd, Pulaski Co.
Wayne Fischer, ISDH
Michael McDonald, Hendricks Co.
Dave Newgent, Owen Co.
Doug Hendricks, Owen Co.
Melissa Small, IPHA
Linda Hobbs, Brown Co.
Lindsay Grace, IAFP
Kristane Silva, Clarian
Barbara Woods, St. Florian Center
Mary Byrne, Indiana Youth Group
Liza Sumpter, Marion Co.
Lisa Smith, Marion Co.
Margaret Davidson, Indiana State Fair
Linda Stemnock, ISDH
Michelle Lindley, IPHA
Dave Bell, TFLC
Andrea Goddard, IVSVM
Father Alexis Miller, AHEAD Coalition
Laura Heinrick, ISDH, Diabetes Program
Sarah Strawbridge, ISDH, Diabetes Program
Kara Endsley, IBE
Tanya Bell, IBE
Debi Hudson, Clarian
Debbie Dreiband, Live Nation/Indianan State Fair
Jerry King, IPHA
Brittany Kennedy, IPHA
Josephine Roman, Elkhart Co.
Mark Potuck, Elkhart Co.
Patrice Adams, Promotus
Dyetra Wane, Marion Co.
Laura Furst, ACS
Michelle Stucker, Parke/Vermillion Cos.
Kandace Brown, Clay Co.
Carrie Evans, Vigo/Sullivan Cos.
Missy Lewis, PAFP
Michael Morgan, SFC
Ernil Thompson, VOICE SFC

